

# Marketing Factors Influencing Consumer Behavior in Buying a Cellular Phone

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**Abstract**— The primary purpose of this study was to determine marketing factors influencing consumer behavior in buying a cellular phone. Samplings were cellular smart phones users whom their age less than 20 years old and live in Bangkok area by using 400 users for this study. Using a check list and rating scale as a questionnaire tool. The statistics used for data analysis were percentage, mean, standard deviation, hypothesis testing analysis by Chi-Square, and regression analysis. The findings indicated that most of respondents were females, age between 19-20 years old, bachelor degree graduated, and average income between 3,000-5,000 baht. The mainstream of consumer using the apple iPhone and most of users bought smart phones by their parent's decision with the budget spending between 5,000-10,000 baht. Most of factors for buying smart phone were quality, replacement the old ones for every 4 years from retail stores. The average factors of opinion regarding marketing factors influencing consumer behavior in buying a cellular phone was at highest, such as picture quality, stylish, easy to use, and free download applications. As for pricing issue, such as appropriate prices, assortment, discount prices was in high level of opinion. As for location issue, such as within department stores, and e-commerce. As for promotion Issue, such as knowledgeable sale personnel, advertising thru media, flyers, and free accessories was in high level of opinion. The hypothesis revealed that factors, such as gender, age, education, and income affected consumer behavior in buying smart phone and marketing mix was related to consumer behavior in buying smart phone decision. Recommendations from this study were smart phone retailers should select stylish products, user friendly phone, free download applications, appropriate prices, increase distribution channel, repair stores with product assistance, discount price during holidays, package deal with smart phone service providers, knowledgeable sale personnel, and free accessories.

## I. BACKGROUND AND SIGNIFICANCE

Technology has been more widely used and mobile phones are being developed for higher capacity and more functions. Mobile phones today can be used for entertainment, for sending and receiving information via internet, or even for education. Therefore, mobile phones become necessity for people to use in their everyday life. Smart phones are the mobile phones equipped with extra functions smarter than conventional mobile phones and also recognized as if they are portable computer in a form of mobile phone. Mobile phones tend to grow along with the changes in consumer behavior which requires the phones that can serve the needs of modern people. Therefore, competition in mobile phone market becomes fiercer causing mobile phone manufacturers to pay more attention to research and development of smart phones to respond to the growing needs of consumers. Competition has caused average price of mobile phones to be cheaper according to technology adaption of different manufacturers. It enables youngsters to own smart phones easier especially

those who are under 20 years. Different brands of mobile phones offer variety of models & designs, and smart phone usage of those youngsters will differ both in creative and negative way since the smart phones can access internet connection and can be used to visit and give comments in blogs or to download applications.

From the above mentioned background, the researcher has intention to evaluate marketing factors that have effects on smart phone purchase decision of people under 20 years of age in Bangkok area. Findings will be useful to smart phone sellers for improvement of their marketing strategy in response to consumer needs.

## Marketing Mix Theory and Concept

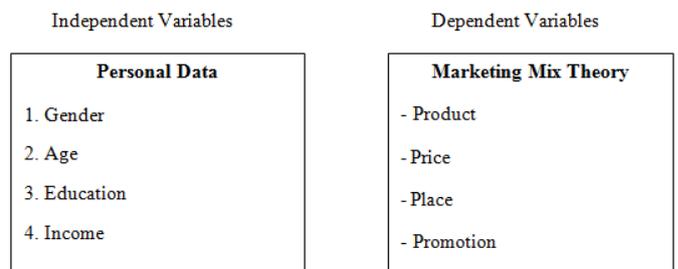
Kotler, Philip (2003:24) suggested that marketing mix means controllable marketing tools which are used in combination by entrepreneurs to respond to targeted customers' needs and to achieve customers' satisfaction. Marketing mix includes everything that entrepreneurs use to persuade customers and generate the needs for their products/services. Marketing mix consists of 4 elements known as 4P's: Product, Price, Place, and Promotion.

## Objectives of the Study

1. To study buying behavior for smart phones.
2. To study factors having effects on buying behavior for smart phones.

## Conceptual Framework

The author applied marketing mix theory and consumer behavior theory together to form conceptual framework below for the study of factors influencing buying behavior for smart phones.



## Population and Sample Group of the Research

For population of this study, the researcher defined population of this study as people in Bangkok under 20 years who use smart phones. Four hundred samples were randomly chosen.

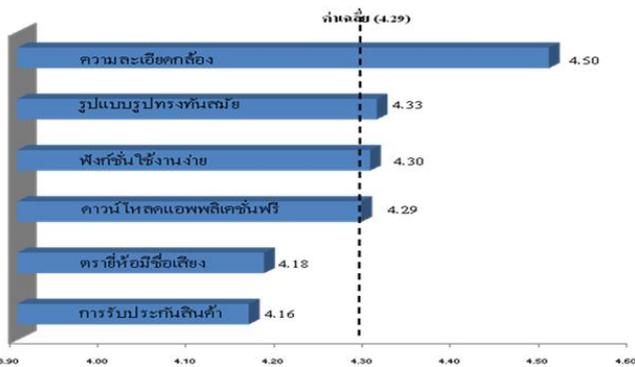
**Data Collection**

For data collection, the researcher distributed 400 questionnaires to smart phone users who are under 20 years and received 400 sets of completed questionnaire back (100%). Then the researcher inspected all questionnaires for data completion and continued to analyzing step.

**Data about Effects of Marketing Mix on the Choice to Buy Smart Phones**

This part includes analysis results of marketing mix evaluation as shown in the below figure.

**Product**

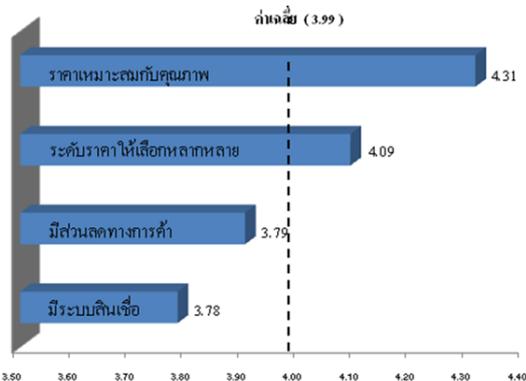


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- Pixels of the camera
- Modern shape and design
- Easy-to-use functions
- Free download of applications
- Famous brand
- Product warrantee

The study found that overall mean of significance of marketing mix in buying decision for smart phones in product aspect is in high level (mean=4.29). Six items were given high level of significance by the samples including pixels of the camera (mean=4.50); modern shape & design (mean=4.33); easy-to-use functions (mean=4.30); free download of applications (mean=4.29); famous brand (mean=4.18); and product warrantee (mean=4.16) respectively.

**Price**



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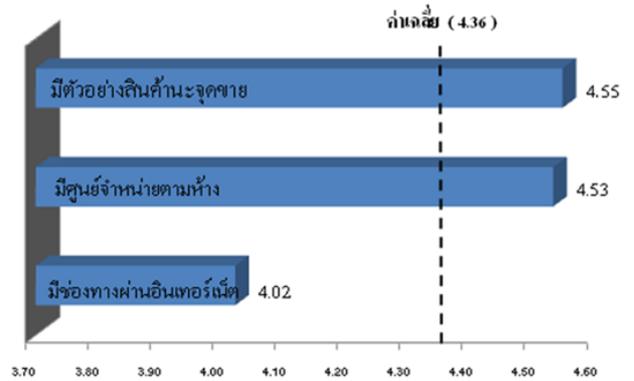
- Reasonable price matching with quality
- Variety of price choices

**Discount available**

**Installment payment system available**

The study found that overall mean of significance of marketing mix in buying decision for smart phones in price aspect is in high level (mean=3.99). Four items were given high level of significance by the samples including reasonable price matching with quality (mean=4.31); variety of price choices (mean=4.09); discount available (mean=3.79); and installment payment system available (mean=3.78) respectively.

**Place**

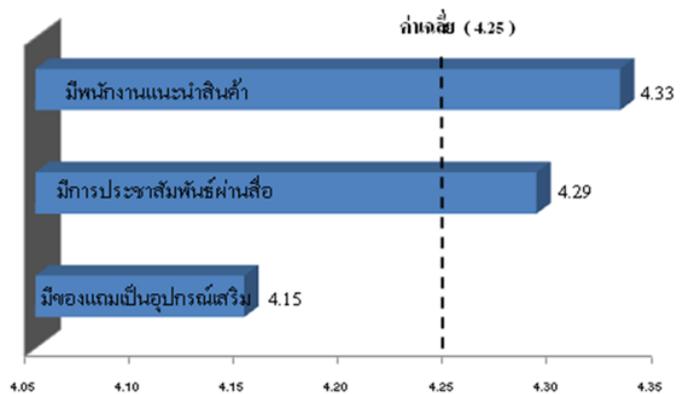


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- Product samples available at the point of sales
- Distribution channel available in department stores
- Channel is available via internet

Figure 4.13 indicated that overall mean for significance level of marketing mix effects on distribution channel is in high level (mean=4.36). Samples rated high level of significance in 3 items including product samples available at the point of sales (mean=4.55); distribution channel available in department stores (mean=4.53); and the channel is available via internet (mean=4.02) respectively.

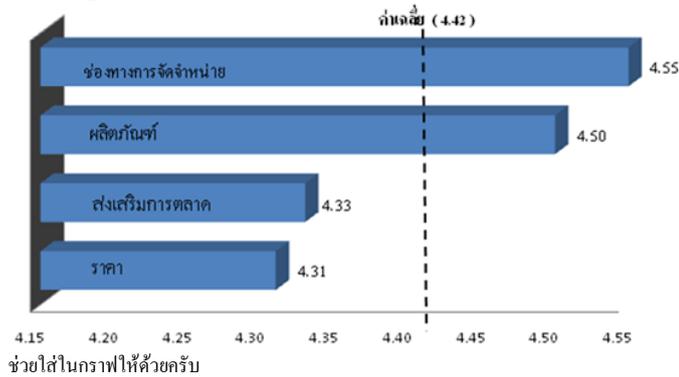
**Promotion**



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- There is a salesperson to give suggestion.
  - There is a marketing communication on media.
  - There is an accessory given as premium.
- The study indicated that overall mean for significance level of marketing mix effects on distribution channel is in high level (mean=4.28). Samples rated high level of significance on 3

items including there is a salesperson to give suggestion (mean=4.33); there is a marketing communication on media such as advertisement or brochure (mean=4.29); and there is an accessory given as premium (mean=4.15) respectively. Analysis results of marketing mix factors evaluation shows overall picture as below.



Place  
Product

Promotion  
Price

The study indicated that overall mean for significance of marketing mix factors and their effects on buying decision for smart phones is in the highest level for all 4 aspects i.e. place (mean=4.55); product (mean=4.50); promotion (mean=4.33); and price (mean=4.31) respectively.

Hypothesis test to find the answer whether each/all independent variable(s) has effects on dependent variables, and to identify which independent variable has effect and can explain/predict dependent variables the most (Kerlinger, 1986: 138) uses multiple regression to test multiple variables of marketing mix factors that have relationship with buying behavior for smart phones.

Table below shows results of hypothesis test by regression analysis about significance of marketing mix factors and their relationship with buying behavior for smart phones.

Marketing Mix Factors	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Test Results
	B	Std. Error	Beta			
(Constant)	1.891	.379		4.987	.000	
<b>Product</b>						
Modern shape & design	.090	.053	.102	1.703	.089	Unrelated
Famous brand & image	.176	.059	.190	2.999	.003*	Related
Warranty available	.071	0.54	.075	1.316	.189	Unrelated
Easy-to-use functions	-.025	.064	-.023	-.393	.694	Unrelated
Free download of application	-.062	.049	-.066	-1.266	.206	Unrelated
Pixels of the camera	.084	.057	.078	1.466	.144	Unrelated
<b>Price</b>						
Variety of price choices	.099	.061	.103	1.636	.103	Unrelated
Discount available	-.083	.060	-.115	-1.384	.167	Unrelated
Installment payment system available	.124	.061	.128	-2.010	.045*	Related
Reasonable price match quality	.144	.038	.212	3.808	.000*	Related
<b>Place</b>						
Channel is available via internet	-.094	.054	-.103	-1.799	.073	Unrelated
Channel available in department stores	.135	.052	.159	2.595	.010*	Related
Product samples available at point of sales	.043	.061	.045	.704	.482	Unrelated
<b>Promotion</b>						
Marketing communication via media: advertisement & brochure	.011	.059	.010	.183	.855	Unrelated
Salesperson to give suggestion	.108	.055	.129	1.962	.050*	Related
Accessories given as premiums	-.033	.049	-.048	-.677	.499	Unrelated
Serve as education aid	.049	.074	.053	.673	.502	Unrelated
Various usable applications	.346	.078	.336	4.445	.000*	Related

\*Sig<0.05

From the table showing hypothesis test results with regression analysis at significance level of 0.05, it is found that marketing mix factors have relation with buying behavior for smart phones i.e. price aspect that is reasonable price matching with quality and installment payment system is available have Sig. value of 0.000 and 0.045; promotion aspect that have various usable applications and presence of salesperson at the point of sales have Sig. value of 0.000 and 0.050; product aspect that has reputable brand and good image have Sig. value of 0.003; and place aspect that have distribution channel in department stores has Sig. value of 0.010. All these factors mentioned

above are related to buying behavior for smart phone at the significance level of 0.05.

## II. CONCLUSION ON MARKETING MIX EFFECTS ON BUYING DECISION FOR SMART PHONES

The finding reveals that marketing mix factors affect buying decision for smart phones in the highest level including place, product. Promotion and price are in high level respectively with the following details.

*Product.* The study found that overall picture of marketing factors that have effect on buying decision for smart phones in product aspect are in the highest level includes 6 items i.e.

pixels of the camera, modern shape and design, easy-to-use function, free downloadable applications, reputable brands, and product warranty respectively.

**Price.** The study found that overall picture of marketing factors that have effect on buying decision for smart phones in price aspect are in the high level includes 4 items i.e. reasonable price matching with quality, various price choices, discounts available, and installment payment system available respectively.

**Place.** The study found that overall picture of marketing factors that have effect on buying decision for smart phones in place aspect are in the high level includes 3 items i.e. product samples are available at the point of sales, distribution channel available in department stores, and channel is available via internet respectively.

**Promotion.** The study found that overall picture of marketing factors that have effect on buying decision for smart phones in promotion aspect are in the highest level includes 3 items i.e. salesperson to give suggestion is available, marketing communication via media such as advertisement and brochure, and accessories are given as premiums respectively.

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